



Progress and Activity Report - Georgia Safe Routes to School Task Order 9

This Progress Report reflects the first invoice for Task 9 which began June 18, 2012. Through this billing period, the Georgia Safe Routes to School Resource Center project team continued efforts to expand the program.

The team has secured 418 active school Partners. No new partners signed on during this billing period. The Outreach team conducted 26 meetings and contributed to four different events. Additionally, the team re-established territory responsibilities and introduced new primary Resource Center contacts to school and community partners. The Outreach team reviewed partner involvement, partnership levels, and partner contact information and will continue to reach out to partners as school staff and students return to the classroom in August.

The team met during July to evaluate partners, to inventory materials and resources, and to detail plans for the fall season.

School Outreach Coordinator Highlights and Notes

Outreach staff includes **Nykia Burke**, Metro Atlanta and South Georgia Territories, **Alicia Hatcher**, Northeast, Northwest, and parts of Central Georgia, and **Patti Sistrunk**, Manager and SOC for Coastal and parts of Central Georgia. Highlights from around the state include:

Campbell Elementary School, Potential Partner, Fulton County (Metro Atlanta)

On July 25th SOC Nykia met with GDOT SRTS State Coordinator Emmanuella Myrthil and the Assistant Principal of Campbell Elementary School to discuss partnership with the SRTS Resource Center. Campbell Elementary School is a South Fulton neighborhood school with 26 walkers and 2 bicycle riders. As a participant in the Alliance for a Healthier Generation Healthy Schools Program, Campbell Elementary actively encourages health and daily physical activity. Nykia assisted with identification of a variety of opportunities to integrate SRTS into the schools' health and wellness mission. Once partnered, Campbell Elementary School will work toward achieving Gold Level Partnership and increasing the number of students walking and biking to school.

Clarkston Active Living Initiative Meeting, City of Clarkston, Dekalb County (Metro Atlanta)

The City of Clarkston is an active community within Dekalb County. The Clarkston Active Living Initiative (CALI) is a community group that promotes physical activity and healthy living. This year CALI plans to develop a pedestrian safety campaign in support of their efforts to encourage more walking and biking within the community. SOC Nykia provided expertise on SRTS and pedestrian safety resources for students during the CALI meeting. In addition to providing insight on opportunities to educate kids, including the NHTSA child pedestrian safety lesson plans and safety tip sheets, Nykia

also assisted with identifying key safety points for a planned pedestrian safety video. Nykia will continue to provide SRTS expertise to CALI, especially for those programs and activities that may further SRTS outreach opportunities and create support for current and future Clarkston partner schools.

Infrastructure Concept Meeting-Dekalb County. (Briarlake ES, Evansdale ES, Fairington ES, Hawthorne ES, Oak Grove ES – Metro Atlanta)

Nykia participated in the most recent Infrastructure Concept meeting for five Dekalb County Schools awarded a collective Infrastructure grant. Attendees included GDOT engineers, Dekalb County Board of Education-Planning and Forecasting, Dekalb County Engineering, and school representatives/champions. This concept meeting provided an opportunity to discuss the infrastructure plans for each school. It also allowed school champions to voice concerns and provide necessary updates. Directly following the meeting, Nykia met with each school to obtain progress updates and discuss plans for the upcoming fall semester.

Ballard Hudson Middle School, Potential Partner, Bibb County (Central Georgia)

Nykia was contacted by Ballard Hudson Middle School in regard to interest in the SRTS Infrastructure grant. A large number of Ballard Hudson students currently walk or bike to school daily. School leadership and staff have expressed concern about the safety of these students due to problematic intersections and other potentially unsafe conditions. This school is very interested in partnering with the SRTS Resource Center. Nykia provided information about the non-infrastructure resources available to SRTS partner schools as well as the school partnership form.

Safe Kids Athens, Friend (Northeast GA)

Alicia attended the monthly Safe Kids Athens meeting on July 12th. Alicia is the new Resource Center point of contact for the Northeast region. She gave an update on plans for the fall and encouraged participation in events such as International Walk to School Day. Safe Kids Athens is planning several bike rodeos for the fall, and Alicia will provide bike safety bookmarks and assist with events and communications when possible.

Cornelia Elementary, Habersham County, Gold-level (Northeast GA)

Cornelia Elementary, 2012 Partner of the Year for Northeast Georgia, is already making plans for another successful year as a Gold-level Partner. School Champion Mona Painter is planning to start off their SRTS program by collecting Parent Surveys from all students in September. She will be using the English and Spanish versions of the surveys provided by the National Center because the majority of parents are Spanish speaking. Students who return surveys will receive stickers from the Resource Center.

Safe Kids Savannah, Friend (Coastal Georgia)

Patti met with the Safe Kids Savannah Coalition on July 10 as part of the organization's strategic planning initiative for the 2012-2013 year. Safe Kids Savannah will provide volunteers and assistance to schools for International Walk to School Day on October 3. Additionally, Georgia Walk to School Day 2013 was included on the calendar along with a walk safe initiative in October (prior to Halloween) and National Bike to School Day in May 2013. Patti will continue to work closely with Safe Kids Savannah coalition members and Alison Gramza, the Safe Kids Savannah Coordinator, to teach pedestrian and bicycle safety.

SRTS Marketing (Toole Design Group and Outreach Staff)

International Walk to School Day:

International Walk to School Day is October 3, 2012. Preparations began in June and continued through July with the announcement that the www.walkbiketoschool.org official iWalk registration is now open. Georgia has ten registered events.

Newsletter:

A summer newsletter was released in late July by Outreach staff. It promoted International Walk to School Day registration, Student Travel Tally Month in September, and other opportunities for partners. The Resource Center continues to focus summer outreach on community stakeholders and planning for fall 2012 and the 2012-2013 school year.

Website, Hotline, and Social Media:

The website was updated with information about International Walk to School Day. Additionally, staff continued to inventory the website resources and update links, Region pages, and materials. The Hotline received no calls during this reporting period.

The Resource Center's Facebook page was updated by the Project Team at least weekly and typically refers followers back to our web site with coordinated information. The Facebook page is promoted in email communications, on the web site, and on other materials as appropriate. Facebook updates throughout June and July have highlighted the Outstanding Partners of the Year for 2011-2012 from each territory. Additionally, Facebook updates have promoted International Walk to School Day registration, webinars offered by the National Center for SRTS, and interesting Safe Routes-related material.

Marketing Materials and Incentives

In July, the Outreach team conducted an inventory of all remaining incentives, marketing, and other materials. The Resource Center will not purchase additional incentives for iWalk and will use remaining stickers, zipper pulls, blinky lights, and bracelets.

Looking Ahead:

In August, the Resource Center team will meet on August 2, 2012 in Atlanta. Both outreach and marketing staff will be on hand to establish plans for fall 2012 including Ped Ed Curriculum promotion, Student Travel Tally Month in September, and International Walk to School Day in October.

An email newsletter will be distributed on or around August 22 to promote International Walk to School Day, Student Travel Tallies, and other events. Additionally, via this email, the Resource Center team will encourage schools to report events and strategies implemented and to provide details about student participation.

New resources will be created this fall. A calendar poster will be developed for the 2012-2013 school year. It will feature the 2011-2012 Outstanding Partners of the Year. (See the [Partners of the Year page](#) on the Resource Center website for more information.) The calendars will be designed, printed, and distributed to school partners and stakeholders in August. Additionally, the Resource Center is researching creating a Walk Audit tool kit as well as branded bicycle education materials.

Students and faculty will begin returning to schools as early as the first of August, and the Outreach Team will continue to reach out to partners and to promote Safe Routes to School strategies in communities throughout Georgia.